



The City of Seattle

## Pioneer Square Preservation Board

Mailing Address: PO Box 94649, Seattle WA 98124-4649  
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PSB 191/23

### Staff REPORT

for Board meeting July 19, 2023

Board Members Please Note: The citations from the District Ordinance, Rules for the Pioneer Square Preservation District, and Secretary of the Interior's Standards listed below are for your consideration in addition to any other citations you find relevant in considering each application.

#### **071923.32     Lumen Field - Muckleshoot Plaza**

Presenter: Sheryl Whitney, Zack Hensley

Modification of existing gate wayfinding system

Staff report: The existing gates to the plaza will be modified adding gate numbers instead of directional labels. The artwork is not proposed to change. The wayfinding system is a non-commercial sign and being there are not specific guidelines to address wayfinding systems, SMC 23.66.160.4 gives guidance about determining the size of the sign considering the function of the sign.

Draft Motion: I move to recommend granting a Certificate of Approval for: Modification of existing gate wayfinding system as presented.

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the *July 19, 2023* public meeting and forward this written recommendation to the Department of Neighborhoods Director.

Code Citations:

SMC

23.66.030 Certificates of Approval required

**Administered by The Historic Preservation Program  
The Seattle Department of Neighborhoods**

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- A. Certificate of approval required. No person shall alter, demolish, construct, reconstruct, restore, remodel, make any visible change to the exterior appearance of any structure, or to the public rights-of-way or other public spaces in a special review district, and no one shall remove or substantially alter any existing sign or erect or place any new sign or change the principal use of any building, or any portion of a building, structure or lot in a special review district, and no permit for such activity shall be issued unless a certificate of approval has been issued by the Department of Neighborhoods Director.

#### 23.66.160 Signs

- B. To ensure that flags, banners and signs are of a scale, color, shape and type compatible with the Pioneer Square Preservation District objectives stated in Section 23.66.100 and with the character of the District and the buildings in the District, to reduce driver distraction and visual blight, to ensure that the messages of signs are not lost through undue proliferation, and to enhance views and sight lines into and down streets, the overall design of a sign, flag, or banner, including size, shape, typeface, texture, method of attachment, color, graphics and lighting, and the number and location of signs, flags, and banners, shall be reviewed by the Board and are regulated as set out in this Section 23.66.160. Building owners are encouraged to develop an overall signage plan for their buildings.
- C. In determining the appropriateness of signs, including flags and banners used as signs as defined in Section 23.84A.036, the Preservation Board shall consider the following:
  - 1. Signs Attached or Applied to Structures.
    - a. The relationship of the shape of the proposed sign to the architecture of the building and with the shape of other approved signs located on the building or in proximity to the proposed sign;
    - b. The relationship of the texture of the proposed sign to the building for which it is proposed, and with other approved signs located on the building or in proximity to the proposed sign;
    - c. The possibility of physical damage to the structure and the degree to which the method of attachment would conceal or disfigure desirable architectural features or details of the structure (the method of attachment shall be approved by the Director);
    - d. The relationship of the proposed colors and graphics with the colors of the building and with other approved signs on the building or in proximity to the proposed sign;

- e. The relationship of the proposed sign with existing lights and lighting standards, and with the architectural and design motifs of the building;
  - f. Whether the proposed sign lighting will detract from the character of the building; and
  - g. The compatibility of the colors and graphics of the proposed sign with the character of the District.
4. When determining the appropriate size of a sign the Board and the Director of Neighborhoods shall also consider the function of the sign and the character and scale of buildings in the immediate vicinity, the character and scale of the building for which the sign is proposed, the proposed location of the sign on the building's exterior, and the total number and size of signs proposed or existing on the building.

#### Pioneer Square Preservation District Rules

#### XX. RULES FOR TRANSPARENCY, SIGNS, AWNINGS AND CANOPIES

8. Wall Signs. The Board recommends that wall signs be painted on a wood or metal backing and attached in such a manner that the building surface is not damaged. Colors and graphics of wall signs shall be compatible with the character of the District, and letter sizes shall be appropriately scaled to fit the overall design and dimensions of the sign. (7/99, 7/03)

Issued: July 14, 2023

Genna Nashem  
Pioneer Square Preservation Board Coordinator